

eBay 3-Listing Quick Review

A focused, actionable review of three active eBay listings

Prepared for	Sample Client
Store	Maple & Main Vintage
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Executive snapshot

This review focuses on three specific listings. It is designed to identify the most useful changes to improve search visibility, buyer confidence, conversion potential, and pricing/presentation decisions without turning into a whole-store audit.

Priority	Most important opportunity
1	Tighten listing titles so the strongest search terms appear earlier and redundant wording is removed.
2	Improve photo completeness and condition evidence so buyers are not left guessing about flaws, scale, or included parts.
3	Reduce pricing friction by aligning offer strategy and shipping presentation with buyer expectations.

Quick diagnosis

- Search visibility: **Mixed** — categories and item types are valid, but title structure leaves stronger buyer terms underused.
- Buyer confidence: **Mixed** — missing condition evidence and incomplete specifics create avoidable hesitation.
- Pricing & offer positioning: **Mixed** — prices are not unreasonable, but presentation does not consistently support conversion.
- Presentation consistency: **Mixed** — all three listings would benefit from a cleaner, more uniform approach to photos, specifics, and key buyer details.

What was reviewed

For each listing: title/search wording, item specifics, photos, pricing and offers, shipping/returns presentation, buyer-confidence signals, and obvious conversion obstacles. Market evidence should be checked where it materially affects a recommendation.

Scope note: This is a three-listing review, not a full-store audit. Recommendations are limited to the evidence available from the supplied listings and relevant public marketplace information.

Listing 1 review

Listing	Vintage Fire-King Jadeite Mug Restaurant Ware Green Coffee Cup
URL	https://www.ebay.com/itm/sample-listing-1
Current price	\$28.00 + calculated shipping
Primary objective	Conversion / buyer confidence

Title & search wording

The title identifies the item correctly, but the strongest searchable terms should be tighter and earlier. Front-loading “Vintage Fire-King Jadeite Mug” is good; “Restaurant Ware” is useful but should follow the key collector terms. Avoid spending space on weaker filler wording.

Item specifics

Make sure brand, color, material, type, and production style are completed. If vintage/original status can be supported, that belongs in the specifics because collector buyers often filter using these fields.

Photos & presentation

A mug listing depends heavily on visible condition. Buyers should see the handle, rim, base, interior, and any utensil marks or flaws. If those areas are not clearly shown, conversion will suffer because buyers assume hidden wear.

Pricing & offers

The price is not unreasonable if condition supports it. If watchers are accumulating without sales, a modest offer strategy is preferable to cutting the price immediately.

Shipping, returns & buyer confidence

Shipping should be clear and confidence-inspiring for a breakable item. The condition description should not leave uncertainty about chips, cracks, or repairs.

Highest-priority change

Retake or reorder the photos so the first 4–5 images clearly show the mug’s full profile, interior, base mark, and any condition issues. For collectible glass and kitchenware, stronger condition evidence is the fastest way to support price and reduce buyer hesitation.

Listing 2 review

Listing	Sony Discman D-141 Portable CD Player Tested Works Vintage
URL	https://www.ebay.com/itm/sample-listing-2
Current price	\$34.99 + \$8.95 shipping
Primary objective	Buyer confidence / visibility

Title & search wording

The title contains most of the right terms but can be tightened. The model number “D-141” should remain prominent, and “Tested Works” is valuable because buyers search specifically for working electronics.

Item specifics

Complete brand, model, playable media format, color, and product line. If battery operation and AC adapter status are known, include those details in the description even if no exact item-specific field exists.

Photos & presentation

Electronics buyers want evidence. Show the front, back, battery compartment, ports, disc tray area, and a photo demonstrating power/testing if possible. Include cosmetic wear rather than hoping buyers overlook it.

Pricing & offers

The price feels plausible for a working vintage Discman, but the listing should clearly justify it through condition evidence and testing details. A slightly more flexible offer setting may help if accessories are not included.

Shipping, returns & buyer confidence

State what was tested, what was not tested, and exactly what is included. Ambiguity suppresses conversion and increases return risk on used electronics.

Highest-priority change

Strengthen the trust factor by explicitly stating what was tested and what is included. Add a photo of the unit powered on if available and include a one-sentence testing summary near the top of the description.

Listing 3 review

Listing	Lot of 12 Vintage Linen Postcards Florida Travel Souvenir Mixed Unused
URL	https://www.ebay.com/itm/sample-listing-3
Current price	\$16.50 free shipping
Primary objective	Visibility / pricing

Title & search wording

The title is generally descriptive, but it can do more work. The most relevant buyer terms are “Lot of 12 Vintage Linen Postcards” and the location/subject cue. Put those closer to the front and remove weaker filler wording.

Item specifics

Complete postcard type, era, features such as unused/posted, theme, and region where appropriate. Those fields improve filter visibility and help collectors decide quickly.

Photos & presentation

Show the full group, then a few representative fronts and backs so condition, postmark status, and subject variety are easy to judge. If the backs are not shown, some buyers will hesitate.

Pricing & offers

The price with free shipping can work if the lot quality is decent, but the value proposition should be more obvious. Stronger search positioning may matter more than changing price immediately.

Shipping, returns & buyer confidence

State whether cards are unused and note any edge wear or writing if present. Make it obvious whether the lot is mixed scenes or all from similar subjects.

Highest-priority change

Rewrite the title to front-load the strongest collector terms and location cue, then add at least one photo showing representative postcard backs. That combination is the fastest way to improve both visibility and buyer trust.

Overall action order

Order	Action	Why first
1	Revise the three titles and front-load the strongest item-identifying search terms.	Fast to implement and likely to help both visibility and click-through.

2	Retake or reorder photos to show condition, included parts, and scale more clearly.	Reduces buyer hesitation and supports the asking price.
3	Adjust pricing presentation where needed with clearer shipping terms and offer strategy.	Best handled after visibility and confidence improvements are in place.

If broader store-level issues appear across multiple listings, those can be expanded later through a full eBay Store Growth Audit.